

**ImpacTeen: A Policy Research Partnership to
Reduce Youth Substance Use**

ImpacTeen Community Level Data Collection

www.uic.edu/orgs/impacteen

*ImpacTeen is part of Bridging the Gap: Research Informing Practice for
Healthy Youth Behavior, supported by The Robert Wood Johnson
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Community Level Data Collection Objectives

- To develop comparable, in-depth community-level information on policies, market mechanisms, and environmental, social and institutional influences on youth substance use.
- To examine effects of policies, programs and practices at the community and/or school levels as they relate to youth substance use.
- To merge community-level data with other Bridging the Gap data to study factors associated with youth substance use.

Community Level Data Collection

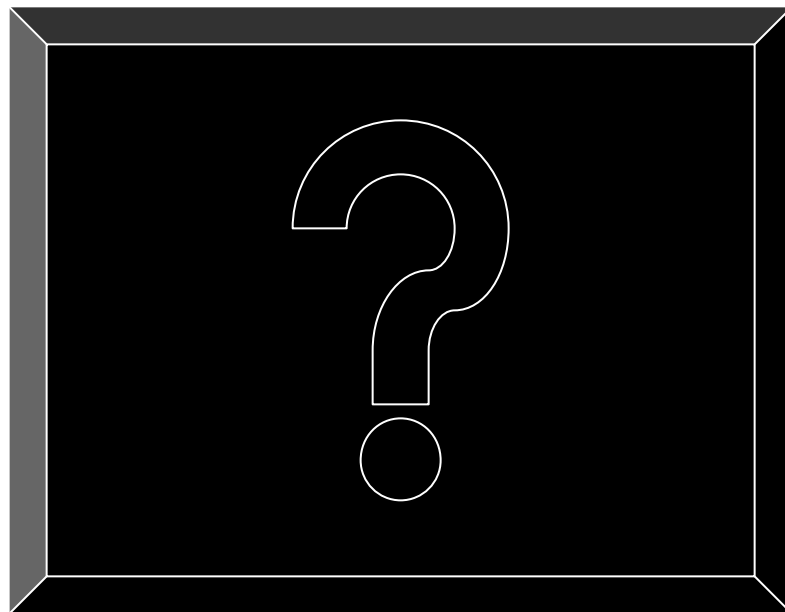
Conducted in about 1,000 communities in four years:

- 900 communities from Monitoring the Future
- 100 Rapid Response communities



Community Level Data Collection

How to define community?



Community Level Data Collection Components

- **On-site**
 - In-store observations
 - Outdoor observations
 - Local policies and regulations
- **Telephone Interviews**
 - Retail Store Managers and Clerks
 - Key Community Informants
- **Archival Information**

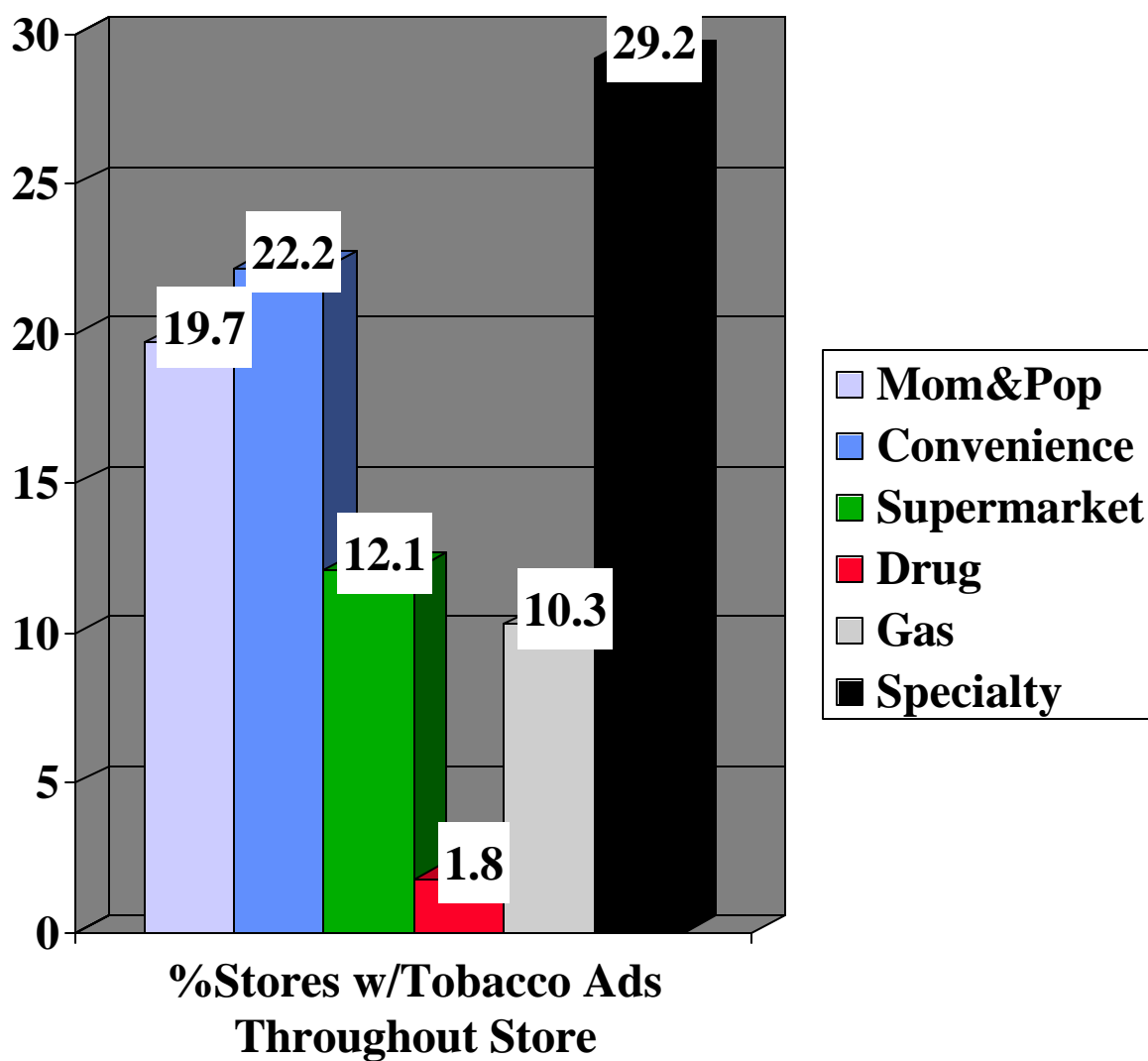
ON-SITE: In-store observations

Conduct store observations in up to 30 retail outlets per community site on:

- Type and size (ie., cash registers) of store
- Product placement
- Price for Marlboro, Newport, lowest priced cig, Skoal Bandit, Bud
- Promotions (ie., two for one, gift with purchase, cents off)
- Functional objects
- Presence of counter advertising
- Interior advertising environment
- Exterior advertising environment

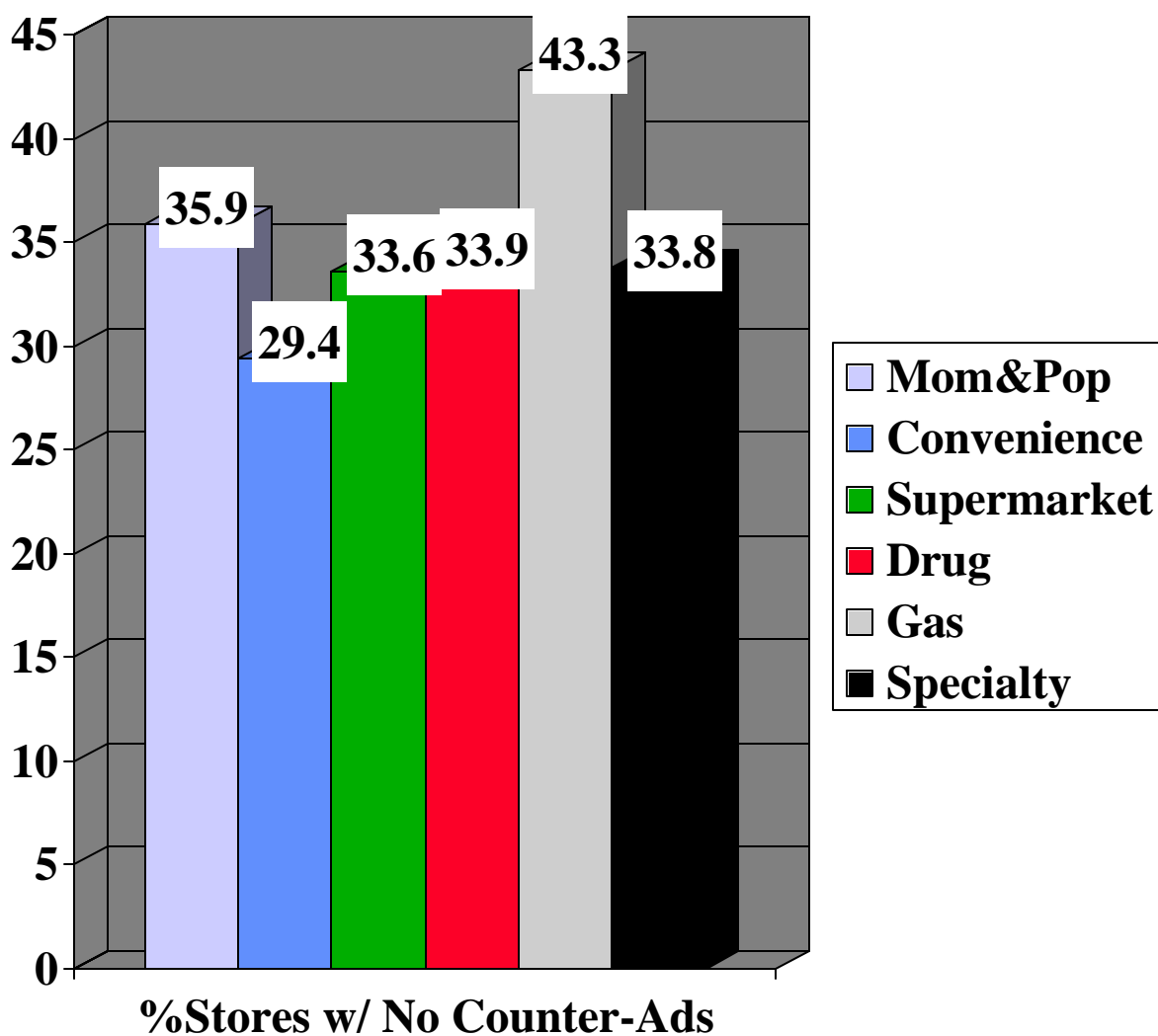
Preliminary Data

Location of Interior Store Advertising: Tobacco By Type of Store



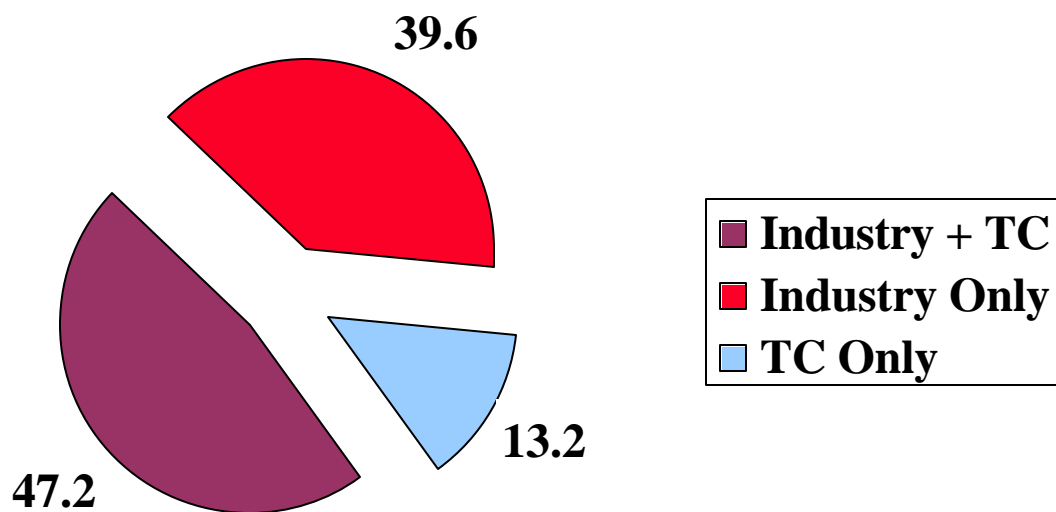
Preliminary Data

Presence of Tobacco Counter-Advertising By Type of Store



Preliminary Data

Presence of Tobacco Counter-Advertising By Type of Counter-Ad Convenience Stores Only



ON-SITE: Outdoor observations

Collect information on outdoor community characteristics including:

- Observations around index school
(i.e., visible retailers and advertising, litter, students/staff smoking.)
- Observations of the community environment
(i.e., presence of law enforcement, youth activity centers, parks, garbage on the street)
- Number of pro- and anti-tobacco and alcohol billboards located on pre-designated route
- General level of outdoor advertising

ON-SITE:

Local Policies and Regulations retrieval

- Copies of local ATOD-related ordinances
- Copies of health regulations

TELEPHONE INTERVIEWS: Retail Store Managers and Clerks

Information is collected on:

- Store environment
- Store policies and practices related to selling age-restricted products
- Training of staff on tobacco and alcohol
- Respondent's opinions on issues related to minors' access to tobacco and alcohol
- Respondent's impressions of enforcement of laws restricting youth access to tobacco and alcohol

TELEPHONE INTERVIEWS: Key Community Informants

Key informants include health department personnel, police chief and officers, coalition leaders, and others.

- Constructed in separate interview modules
- Key informants are identified through a self-validating referral process, i.e., only modules to which the respondent self-refers are administered

TELEPHONE INTERVIEWS: Key Community Informants

General Modules to begin the referral process:

- Health Department
- Police Department/Officer
- Coalition Leader
- Universal (community environment)

Targeted Modules:

- Grassroots political or media advocacy and public education
- Youth tobacco & alcohol sales surveillance and enforcement
- Drug treatment programs

Ordinance Feedback Modules:

- Tobacco possession
- Keg registration
- Inhalants
- Drug Paraphernalia
- Curfew



ARCHIVAL INFORMATION

Collected from established sources to enhance and validate information obtained from community level data collection.

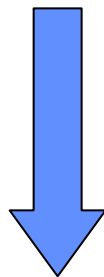
Examples of archival sources include:

- ANRF Local Tobacco Control Ordinance Database
- Info USA business list
- Newspaper clipping services
- Media ratings and audience estimates

Community Level Data Collection: On-site, Telephone and Archival

Next Steps

- **Revisions** to Year 1 instruments
- **Pilot** additional instruments/modules
- **Collect** Years 2-4
- **Analyze, merge, analyze**



Publish

